

Monday, February 1, 2021 at 12:59:02 Eastern Standard Time

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**Subject:** Join the MWL for a campaign to #RejectHate  
**Date:** Monday, February 1, 2021 at 12:48:56 PM Eastern Standard Time  
**From:** Mackenzie Trumbull  
**To:** Mackenzie Trumbull  
**Attachments:** image001.png, #RejectHate Toolkit.pdf

Dear XXXX,

We all stand together in a common cause rejecting hate and bigotry. We commend the tireless activism from organizations like the American Jewish Committee (AJC) and the Anti-Defamation League (ADL) that have resulted in the decision from Facebook to ban all posts containing denial of the Holocaust. There has been but one of a flurry of new rules introduced by both Facebook and Twitter in recent months, purportedly designed to combat hate and bigotry on their platforms.

We all welcome these decisions, but with a tinge of regret that social media giants are not doing more to act on these policies. Despite new rules, both companies continue to provide platforms for purveyors of Islamophobic content to spread hateful and false characterizations of the Islamic faith and the more than 1.8 billion adherents worldwide.

Facebook and Twitter can and must do better. Both companies have expressed a new resolve to combat hate speech, fake news, and harmful content on their platforms, now is the time for them to follow through on these commitments.

We are launching a campaign to encourage Facebook and Twitter to finally clamp down on this hateful content in a meaningful way, and make sure those who spread it no longer have a home on these platforms. Attached you will find a social media [toolkit](#), and you can read and sign our petition here <http://chnng.it/ZNrLrvYr6m>.

We ask that you join us in this effort and commit to sharing the campaign materials with your members and partners. **Please let us know if this is possible by Wednesday, February 3**, we look forward to hearing from you at your soonest convenience.

This is distributed by Qorvis Communications on behalf of the Muslim World League. Additional information is available at the Department of Justice, Washington, D.C.



**Mackenzie Trumbull**  
**Account Supervisor**  
[mackenzie.trumbull@qorvis.com](mailto:mackenzie.trumbull@qorvis.com)  
1201 Connecticut Avenue  
Washington, District of Columbia 20036  
[www.qorvis.com](http://www.qorvis.com)

# #RejectHate

## SOCIAL MEDIA TOOLKIT

### Background

Recent months have seen both Facebook and Twitter introduce a flurry of new rules purportedly designed to combat hate and bigotry on these platforms. Despite this, both companies continue to provide platforms for purveyors of Islamophobic content to spread hateful and false characterizations of the Islamic faith and the more than 1.8 billion adherents worldwide.

**Facebook and Twitter can and must do better.** We are launching this campaign to encourage Facebook and Twitter to finally clamp down on this hateful content in a meaningful way, and make sure those who spread it no longer have a home on these platforms.

### Our Ask

We hope you spread the word about this campaign by using the #RejectHate hashtag in all your posts and signing our [petition](#) on change.org. Below, you will find suggested copy for social media posts, paired with social graphics to help you encourage your followers to sign the petition and #RejectHate. Feel free to edit the social copy to better suit your voice.

We have also created a special [Facebook Frame](#) that you can use to show your support for this campaign and encourage others to do the same.

Remember to use the hashtag **#RejectHate** in all posts.

### Relevant Links and Social Handles

- Graphics Folder: [Click to Download](#)
- Twitter: [@MWLOrg\\_en](#)
- Facebook: [@MWLOrg.en](#)
- [Facebook Frame](#)
- Instagram: [@mwlorg\\_en](#)
- [#RejectHate Petition](#) on Change.org

## Social Media Copy

### Facebook

Facebook and Twitter have expressed a new resolve to combat hate speech and fake news. We applaud the recent policy to ban Holocaust denial content, especially as the world recently remembered the 6M lives lost on International #HolocaustRemembranceDay. While this is a critical step, much of the harmful content on these platforms that spread hateful, false characterizations of the Islamic faith has been allowed to remain. Join us as we launch the #RejectHate campaign calling on Facebook and Twitter to impose a zero-tolerance policy towards hate speech targeting ANY religion by signing this petition <http://chnng.it/ZNrLrvYr6m> and sharing this post to help spread the word.

### Twitter

1. We applaud @Twitter @Facebook's recent policies to ban Holocaust denial content, we are now asking them to extend that policy to #hatespeech targeting ANY religion. Join us by using #RejectHate and signing this petition 📌 <http://chnng.it/ZNrLrvYr6m>
2. .@Twitter @Facebook have committed to combatting #hatespeech, but over 3/4 of content violating anti-hate rules isn't removed after it's reported & investigated. Join us by using #RejectHate & signing this petition 📌 <http://chnng.it/ZNrLrvYr6m>
3. .@Twitter @Facebook continue to provide platforms for purveyors of #Islamophobic content to spread hateful and false characterizations of the Islamic faith. Join us in asking them to remove this content from their platforms. Sign the petition here <http://chnng.it/ZNrLrvYr6m> and spread the word using #RejectHate.

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